



MATTHEW CRENSHAW

Product Designer | Art Director

9 Yrs of Experience

Contact:

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www.macrenshaw.com

850.212.2682

Skills:

User Interviews

Usability Testing

User Shadowing

User Personas

User Flows

User Journeys

Wireframing

Prototyping

Tools:

Photoshop

Sketch

After Effects

Invision

Adobe XD

Illustrator

Indesign

Basic CSS and HTML

EXPERIENCE

Freelance, Nov 2020 - Current

Product Designer: I lead design and research bringing together the user needs and business goals to create a harmonious connection between the end users and the product. I work closely with product managers, engineers, and other stakeholders to ensure the deliverables (user research, wireframes, visual designs, prototypes) solve the business problem.

Xandr, Sept 2019 - Nov 2020

Product Designer II: Responsible for leading design and research across multiple projects. I collaborated with Product Managers, Engineers, and a Research Coach to redesign the most used parts of the platform. I conducted user interviews, user shadowing, usability test, card sorts and surveys. I also lead brainstorming, design sprints, created wireframes and final designs.

Isobar, Nov 2014 - June 2019

Senior Visual Designer | Client(s): NBC Universal - Worked with UX and developers to design and build NBCU Now apps for Android, Fire TV, and iOS. Eight brand rollouts across five viewports.

There was a 66% increase in app downloads and 146% increase in live streaming views.

A.I. Hackathon - Created a food companion app that decreases the barrier to establishing healthy eating habits that are tailored for you.

Les Schwab - Created a responsive website that increased engagement by 45% and a 26% boost in sales from online appointments. I also used Framer to create an interactive prototype..

Freelance UX/UI, May 2018 - July 2018

UX/UI Designer | Client(s): Repeat Roses - Performed user interviews, usability testing, generated concepts, created user flows, wireframes, low/high fidelity prototypes, and designed the UI to make a faster and easily understood process from contract to delivery.

EDUCATION

Beginex, New York

User Experience 2018 - 2018: A course that matches you with a real client and you solve their business problem

Miami Ad School and Florida International University

M.S. in Global Strategic Communications: Art Direction